

# Grow Strawberries *for* Quick Money



Stevensville Nurseries  
HENRY EMLONG & SONS

Stevensville, Michigan

Catalog for 1922





## Premier

### *The Big Early Money Maker*

Premier is the ideal early strawberry. In fact the greatest extra early variety ever introduced. A strong pollenizer, vigorous grower and heavy producer. Fruit large, beautiful color, excellent quality and most delicious flavor. Growers have long wanted an early berry possessing the above qualities. Many have been introduced, but they have been lacking in some of the qualities possessed by this sterling new variety.

There is **BIG MONEY** in early strawberries, especially with a variety that is **BIG IN SIZE, BIG IN YIELD, FINE QUALITY AND DELICIOUS FLAVOR.** Nothing more can be desired in any berry. But the mighty big attraction of the Premier is its earliness. By growing Premier you will get the first berries on the market. They will be bearing heavily before other varieties begin. You will be picking them when berries are in demand and bring big prices.

Premier is the one extra early berry possessing the qualities necessary in a profitable commercial berry. Quality of the best, very firm and will hold up under shipping as well as any variety grown. This is a mighty desirable quality and no matter how far you are from a market you can safely plant a large acreage of them. They will yield as many crates per acre as Dunlap and Gibson, and fruit over a very long season. Premier is bound to become a leader. Plant heavily to them this spring.

For home use this wonderful berry is unequaled. Plant Premier in your garden. They will provide your table with big luscious berries early in the season. The quality and flavor is unsurpassed, whether eaten fresh or preserved for winter.

You must plant Premier this spring. We will guarantee your entire satisfaction. If you grow berries you cannot be without them. Price of genuine Premier plants: \$1.25 per 100; \$7.00 per 1,000.





## *Wonderful Opportunity for Fruit Growers*

Friends, do you fully realize the wonderful opportunities in store for the fruit growers? During this period of readjustment, when the prices of grain and other products are tumbling, berry prices are holding their own and in many instances have been higher than ever before. Strawberries, 40 cents per quart; raspberries, 50 cents per quart; grapes, 12 cents per pound; those were the prices the consumer paid for the 1921 crop and there was not nearly enough to supply the demand. Berry growers are making **Big Money** and their prospects for the future are bright indeed. Every town of several thousand inhabitants affords a wonderful market for berries and no matter where you are located, you can easily dispose of all the fruit you can grow at big prices. The demand for fruits for home use is greater each season as there are so many different ways in which fruit can be used to take the place of other foods.

If you have any conception of the enormous amounts of ice cream and soft drinks consumed in this country annually, and when you realize that each drink, and dish, is composed partly of fruit in some form or other, it should become very plain to you that you must grow all the fruit you possibly can to get in on the **Big Profits of the Berry Growers**.

National prohibition has created a wonderful demand for fruits and fruit juices. Congress recently passed laws permitting every home owner or head of a family 200 gallons of fruit juice or unfermented wine per year for personal or home consumption. We predict that the demand for fruit, created by the passage of this law, will cause berry and grape prices to soar to unusual heights next season and in the years to follow.

Cheap berry prices are a thing of the past. The public at large have discovered the wonderful health giving qualities of fruits, and berries in some form or other are served with nearly every meal. This in addition to the enormous amount of fruit required for the luxuries such as ice cream, fruit juices and soft drinks, has opened a tremendous market for fruits. The profits for the berry growers have been enormous—many of our customers report incomes of more than \$1,000.00 per acre, and where a good local trade is supplied, as much as \$1,500.00 per acre has been reported.

We urge you to consider the above facts carefully. You have become accustomed to big prices for your crops for the past several years, and if you wish to make the income of the past you must plant heavily to fruits as their prices will continue high while other products will get back to normal.

We want you to read our catalog carefully—It will show you our method of doing business, how we grow our plants, our safeguards for you in packing and handling them. You can rest assured that you will get only large, healthy plants of the highest fruiting qualities when ordering from us.

Yours very truly,  
STEVENSVILLE NURSERIES.



## Our Guarantee

We guarantee that every plant we ship is just as represented. Free from disease, true to name, fresh dug, carefully packed and in good growing condition. By our careful methods of growing, labeling and handling the plants, mistakes are practically impossible. When you deal with us we want you to be perfectly satisfied. If there is an error or shortage we want you to write us immediately, giving order number, and number of plants of each variety received. We will investigate promptly and rectify the error. We will replace any stock that does not prove true to label.

**STEVENSVILLE NURSERIES.**

FRED BARTO, Pres.

FRED H. JONES, Cashier

## Stevensville State Bank

CAPITAL \$25000.00

Stevensville, Mich.

To Whom it may Concern:

We take great pleasure in recommending the Stevensville Nursery Co. to prospective purchasers of nursery stock. This company's method of selling fruit plants direct to the growers has made it many friends. They grow high grade stock on their own farms and sell it direct to the growers at a reasonable price.

Henry Emlong & Sons, the proprietors, have extensive real estate holdings near Stevensville and employ a large force of men, growing many acres of strawberries, raspberries, grapes and other fruit.

The plants grown by this company are shipped to thousands of customers all over the country, and the post-office and express company are taxed to their utmost capacity in handling the large business during the shipping season. The owners of this company are financially able to carry out any promises they may make.

Stevensville State Bank

*[Signature]*  
Cashier

Our motto "Every Customer a Satisfied Customer". We are interested in your success. Our customers like our way of dealing.

"I thank you very much indeed for correcting the error in regard to my raspberry plants. They came in good shape and were very fine plants."  
MRS. WILLIAMS, Michigan.

"Received your plants in fine shape. They were every bit as represented in your catalog, and then some. They are the finest plants I have ever seen. You will get my future orders."  
CARL SENN, Calif.

"The 100 Progressive plants which you sent to replace previous order came in fine shape. Thank you. I shall not hesitate to recommend your firm to my friends."  
PRENTICE POLH, Indiana.

"I received my strawberry and raspberry plants, and was very much pleased with them. We heartily thank you for replacing the order of raspberry bushes, which stands to show that Stevensville Nurseries are a good reliable firm to deal with. Thank you for square dealing."  
HERMAN ZIRBEL, Wisconsin.

## CERTIFICATE OF NURSERY INSPECTION

A copy of our Michigan Certificate of Inspection, accompanies every shipment of our plants. This certificate is granted after careful examination of our fields, and is your assurance of getting plants free from insects and diseases.

## Certificate of Nursery Inspection

No. 2394

This is to certify that I have examined the nursery stock of HENRY EMLONG & SONS, STEVENSVILLE, MICH., and find it apparently free from dangerous insects and dangerously contagious tree and plant diseases.

This certificate to be void after July 31, 1922.

L. R. TAFT,

East Lansing, Mich., Oct. 3, 1921. State Inspector of Nurseries and Orchards.



## How Do Our Plants Compare With Others?

### Read What Our Customers Say

#### BEST HE EVER SAW

"The plants that you sent me were the best Warfield plants that I have ever seen, and I buy 12,000 to 18,000 plants every year. I am so well pleased with the kind of plants you grow, that you will have all my future orders."

A. B. ROBERTSON, New York.

#### SO WELL PLEASED

"A few weeks ago I sent you a small order for plants and was so well pleased with them that I am here-

with sending an order for others. Although it is getting late, the reason I am sending for them is because, at the same time I ordered from you I ordered 2,000 from another firm, that were absolutely dead when they reached me. I was so disgusted with them, but after spending the money, thought I must plant them, let grow that would. I know there is not over 200 in the whole bunch that have lived, so will you please send the following plants to me at once to replace those that died." CARL SCHULER, Ill.



#### \$700.00 PROFIT FROM TWO-THIRDS OF AN ACRE. RECORD OF IOWA CUSTOMER.

"From a patch of strawberries, grown from your plants, measuring about two-thirds of an acre we realized about \$700.00 this season, this is at the rate of more than \$1000.00 per acre. The varieties were Gibson and Aroma, they certainly are splendid yielders. The berries were usually large as you can see from the picture. We feel certain that we will be just as successful with the plants recently purchased. William Siefers, Iowa."

#### WANTS OUR PLANTS OF COURSE

"The wonderful plants I purchased from you folks did very well this summer considering it was the very worst summer on strawberries in history around here. Nobody seemed to have any luck with their plants, however the plants from your place were sure dandies. I want to order some more plants and of course want yours. Will certainly get you some new customers if boosting means anything."

HARRY H. HOFFMAN, Illinois.

#### THE BEST

"I bought plants from four different nurseries this spring, and the plants I got of you were by far the best of the lot. They are all alive and growing fine."

HIRAM HITES, Penn.

#### LIBERAL COUNT

"Our plants came Wednesday in fine shape, we have them all planted and every one is growing nicely. You gave us good count, better than we have received from other nurseries, and we thank you very much."

H. R. SCHLOTZHAMER, Missouri.

#### WILL WANT MORE

"The 2,000 Gibson plants you sent me came in fine shape. I must say they are the best plants I ever bought. Last year I ordered 4,500 in the East and lost over half of them. I do not think I will lose one of the plants you sent me. Thank you for the fine plants, will want more next season."

F. D. FLETCHER, Penn.

#### MICHIGAN vs. MARYLAND

"The plants I ordered from you arrived in excellent shape and I am well pleased with them. I have been ordering my plants from Maryland but you will get my future orders. Thanks for courteous treatment and very liberal count." L. H. CHENOWETH, Ohio.

#### DELIGHTED WITH THE PLANTS

"The plants you sent me by mail arrived promptly yesterday, and I heeled them in last night. I

certainly was greatly delighted with the plants because they were carefully packed and the roots were so long and healthy. For several years I have been buying from different firms to see who did grow the best plants and I assure you that your plants are as good as any I ever saw, and much better than some I have planted. The Michigan land is favorable to plant growth and no doubt you did your part."

W. W. WILSON, Mass.

#### SURELY NICE PLANTS

"The strawberry plants arrived all in fine shape, and they are surely fine plants. Just as fresh and nice as they were when dug. All the 22 varieties are surely satisfactory, nice strong, healthy plants. Now this goes to show that the plants I got of another nursery, were laying around the packing house a long time, as they were dead and rotten when received. Every one of your plants are growing."

E. A. ASHFORD, Fruita, Colo.

#### IN THE PINK OF CONDITION

"The strawberry plants arrived yesterday after being on the road five days. They were in the pink of condition, as fresh as if they had been dug but a few hours. They were the thriftiest plants I have ever seen come from any nursery. Every plant would live under the most trying circumstances. They had the finest roots I ever saw, and so nicely packed they showed no wilt."

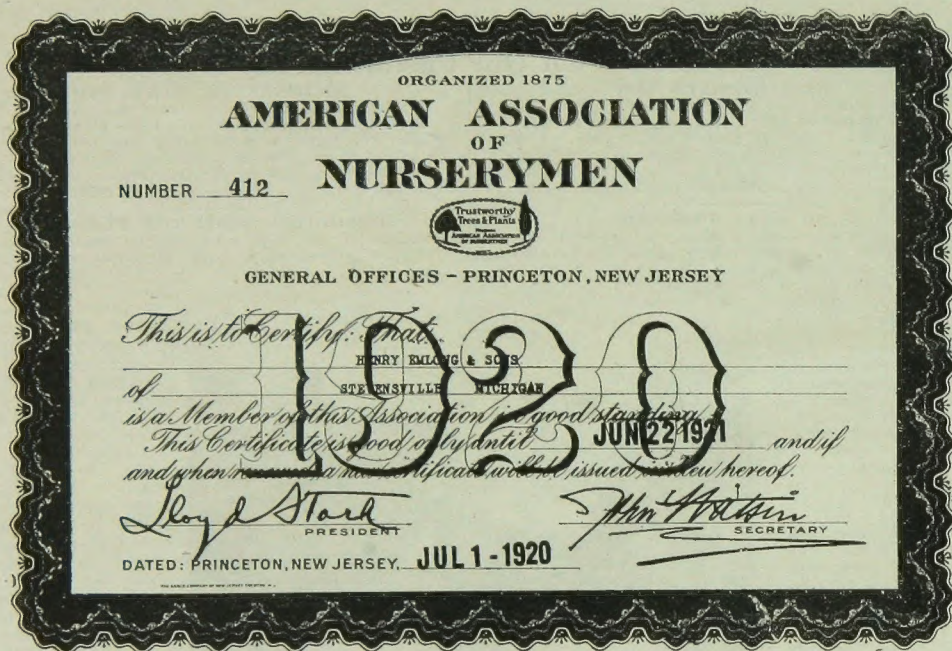
REV. D. W. DYE, W. Va.

#### PLANTS SURPRISED THEM

"I received the strawberry and raspberry plants and was very much pleased with them. The strawberry plants have taken a good many by surprise as they were in bloom and just as fresh as in the garden when they arrived. We heartily thank you for replacing the raspberry plants which stands to show that The Stevensville Nurseries are a good reliable firm to deal with. We thank you for square dealing and will remember you in our next order."

HERMAN ZIRBEL, Wisconsin.





Reproduction of Our Certificate of Membership in the American Association of Nurserymen.

## Buy Your Plants From a Member of the American Association of Nurserymen

Read What the Leading Farm Papers Think of the Association.

### Progressive Farmer

Every farmer who buys fruit trees and plants—and that certainly ought to mean every farmer—is to be congratulated on the fact that steps have at last been taken which should largely eliminate the fraudulent tree and plant agents who have heretofore swindled so many people.

The members of this association are determined to admit no nurseryman as a member unless he has a reputation for honesty and fair dealing. Every farmer who has to buy nursery stock hereafter will do well to make sure that the nurseryman from whom he orders is a member of this "American Association of Nurserymen."

### Farm Journal

"What is this American Association of Nurserymen?" one of our folks writes the Orchard Editor. "Is it a good thing? The catalogs I get never say anything about it." The Orchard Editor hastens to say that this association is composed of the better nurserymen who have gotten together and it certainly is a good thing for planters. It gives to planters more protection than they dream of.

### Farmers Bulletin No. 113

"If the farmer makes his purchase direct from the nurseryman he will save the expense of the agent and is less liable to the mistakes and injury that may occur through repeated handling." United States Department of Agriculture, Farmers Bulletin No. 113.

Our plants Will Grow as they are fresh dug and carefully packed. Read what our customers say about them.

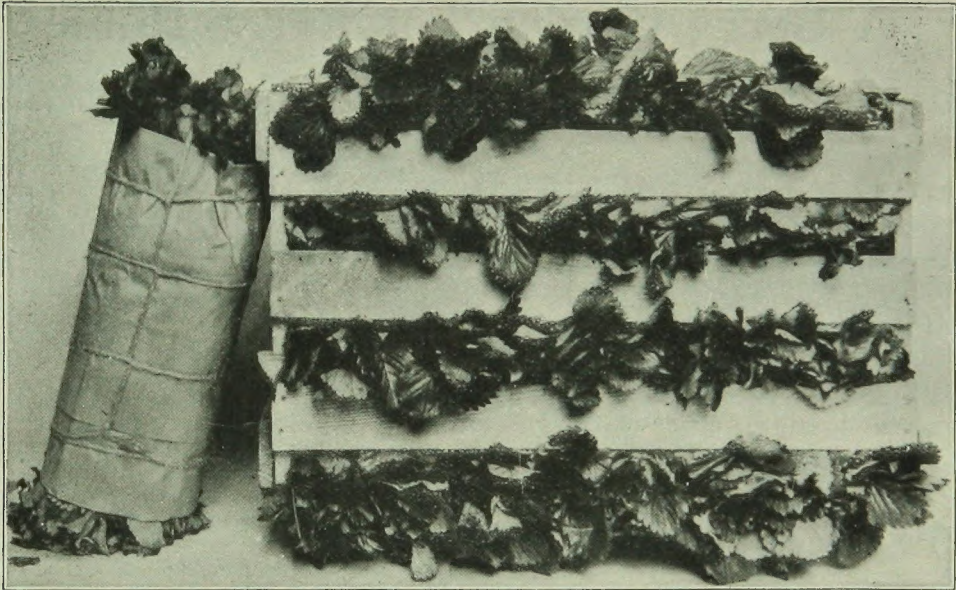
"If you can possibly spare me 500 Gibson, do so. I bought all my plants but 50 Cooper, before your catalog came. 48 plants out of the 50 Cooper are growing. I lost 500 Gibson out of 1,000 that I purchased from another firm. They certainly were dug and packed too long before shipment."

E. S. SMITH, Ohio.

"We received our 3,000 plants in first class condition, and am pleased to say that in our 15 years experience in the berry business, that we have never received nicer plants. One of our neighbors sent for 3,500 plants to another firm, he will lose more than half of them. I haven't been able to find any of ours that have died yet."

S. A. DONOVAN & SON, Ohio.





Our Plants Are Packed to Reach You in Growing Condition. Strawberry Plants Are Packed in Crates, Baskets or Bundles.

## Buy Your Plants Direct From Grower

Our method of selling plants direct offers you the opportunity to buy the finest plants that can be grown at the lowest possible cost. You get actual plant value for every cent invested. There are no salesman's commissions, jobber's profits or expensive advertising campaigns.

Our prices are based on the cost of production only. With a small margin of profit to ourselves. Remember that our plants are grown and produced under modern and scientific methods. We have skilled workers, up-to-date machinery and tools, and supply the soil upon which our plants are grown an abundance of plant food.

This catalog is our only salesman. We want you to read it carefully as it will show you our methods of producing high grade plants, how we handle them and why our business increases so rapidly. This little salesman will give you the facts, about us and our plants, plainly and accurately. If it were possible we would like to meet every one of you personally, and show you the fine lot of plants we have grown this season—that is impossible—so we will do our best by the use of words and pictures, to emphasize the fact that we can save you money on strictly high grade plants.

We do not by any means claim to have the cheapest plants that can be bought. We will, however, guarantee to save you money. You certainly cannot afford to buy plants that have only cheapness to recommend them. The cost of growing the plant and caring for it until fruiting time is the same whether the return is \$100.00 or \$1,000.00 per acre. The amount you pay for the plants does not, by any means, indicate whether you have made a profitable or unprofitable investment. The Crop of Berries You Harvest determines the value of the plants you set.

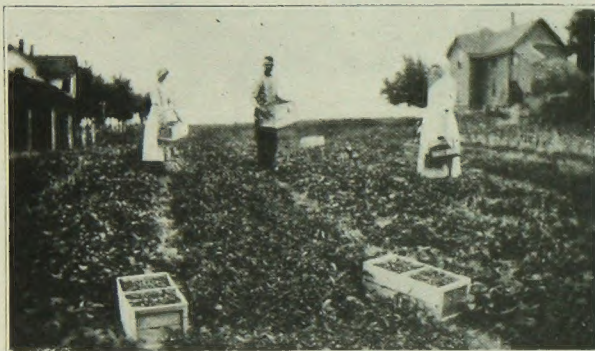
Our plants and our thousands of customers, together with this catalog are the only advertisements we have. From the beginning we have found it more profitable, to go to the additional expense of growing and shipping only plants of the highest strength and vitality, than to run expensive advertising campaigns in the papers, costing thousands of dollars. The man that advertises must charge more for his plants. Advertising does not make the plants any better but he must get more for them to pay for the advertising.

If you will consider the above statement you will agree with us that our method is the best; cheaper for both of us as you get high grade plants at low cost and we get satisfied customers, which is the greatest advertisement any business can have. Every shipment of plants that leaves our Nursery is composed of the best plants we can grow and put out under the most favorable conditions known.

Those of our readers whom we have not had the pleasure of dealing with, we especially request that you place your order with us. We want you to compare them with the plants you have grown in the past. If you do not say they are as good or better, we will not of course expect more orders from you. However, we believe that in fairness to us you should place your order with us this season that we may have the opportunity to prove to you that we can save you money.



## A Berry Garden For Every Home



846 QUARTS FROM THIS SMALL PATCH OF OUR STRAWBERRIES.

"I am enclosing photograph of my patch of strawberries grown from the plants purchased of you in spring of 1920. Although the season was very hot and dry the 1000 plants yielded 846 quarts of fine berries. Must say that the plants were the nicest we ever planted and the berries were large and extra fine quality. We picked 176 quarts at one picking. Carl H. Schmidt, Wisconsin."

Perhaps you feel that you cannot afford to go to the expense of buying one of the collections. The money you spend will not be an expense but rather an investment. As you will get all the delicious fruit you can use at home, the plants will more than pay for themselves with the surplus fruit you can sell to your neighbors at fancy prices.

We know there are thousands of families in this country today, who have never had the pleasure of eating freshly picked berries. There is a mighty big difference in berries that are freshly gathered from the vines, and those that are offered for sale at the markets, which have been stored for several weeks or shipped several hundred miles or more.

You will never know the full amount of pleasure and health that can be derived from the big, luscious berries that our garden collections will produce, until you get first hand knowledge by growing them yourself.

It is more important this year than ever before to plant at least enough berries for home consumption. The unusual demand for fruit and fruit juices has caused the large consumers to contract their requirements several years in advance and there will be a shortage of berries in the years to come. This will cause high prices on local markets.

It is needless extravagance for you to pay forty or fifty cents per quart for your berries when you can grow them in your own gardens for five or six cents per quart.

Aside from an economic standpoint there are numerous reasons why you should grow berries, at least for home use. Can you imagine anything better than a generous supply of fresh fruit, grown by yourself, in such quantities that every member of the family can indulge to their hearts content. Berries can be served so many different ways that you can eat them nearly every day, winter and summer and never tire of them.

We know that when you once know the joy and pleasure to be derived from your berry garden, you will never be without it. We want you to consider the above facts carefully, and make out your order and send it to us immediately, before you forget about it. The plants will be reserved and shipped at proper planting time, together with instructions for planting and care. A generous supply of berries for next season will be your reward.

### Number of Plants Required Per Acre

Kind of fruit	Distance apart	Plants per acre
Strawberries	Rows 3 1/2 ft. apart, 18 in. in the row	8,712
Red Raspberries	Rows 6 ft. apart, 3 ft. in the row	2,420
Black Raspberries	Rows 6 ft. apart, 4 ft. in the row	1,815
Grapes	Rows 10 ft. apart, 8 ft. in the row	544
Blackberries, Currants and Gooseberries	same as Black Raspberries.	

For garden culture the plants can be set much closer, as cultivation can be done by hand. Strawberries in the garden can be planted 2x1 1/2 feet, and bush fruits 4x3 feet.



# Special Garden Collections

The demand for special garden collections has grown to such an extent that we are making up several collections for the benefit of our patrons. The varieties of which these collections are composed are universal favorites and will do well in every part of the country.

Every reader of this catalog having a garden spot or idle piece of ground should order one of these collections. There is no way in which you could use it to better advantage. You will be repaid in pleasure and profit many times. It will provide all the berries you can consume and enough can be sold to pay for the plants, care and rental of the ground. You are therefore getting your berries for nothing.

Our valuable booklet with complete instructions for the successful growth and care of berries is mailed free upon receipt of every order for these collections.

## Collection No. 1

Special Price, \$4.00

25 Cooper	50 Aroma
50 Gibson	50 Premier
	50 Progressive

## Collection No. 2

Special Price, \$7.00

50 Cooper	100 Premier
100 Gibson	100 Aroma
	100 Progressive

## Our Big \$50.00 Cash Prize Strawberry Collection

This contest is open to every reader of our catalog. In order to compete for the prizes described below, merely send in your order for our Cash Prize Collection. Upon receipt of your order our valuable planting and cultural instruction book will be mailed, and the plants will be reserved and shipped at proper planting time. You will be surprised at the wonderfully big crop of berries the plants will produce, if you follow our simple instructions, which represents the experience we have gained in nearly fifty years of strawberry culture.

Prizes will be awarded as follows: \$25.00 in cash to the member getting the largest yield in quarts in 1923, to September 15th; \$15.00 in cash to the member getting the second largest yield; \$10.00 in cash to the member getting the third largest yield. Should two or more tie for either of the above prizes the full amount will be paid each contestant.

Send in your report to reach us not later than September 20th, 1923, state the actual number of quarts picked from this collection, during the season of 1923. Give their value at market prices. This should include the berries you have used for home consumption, in fact keep an account of every quart gathered. If possible, send us a photo of the collection at picking time.

## Cash Prize Collection

Our Special Price, Only \$9.00

100 Cooper (the World's Biggest Yields and Biggest Berry)
100 Premier (the Big Early Money Maker)
100 Gibson (the Universal Favorite)
100 Aroma (the Big-Yielding Late Variety)
100 Progressive (the Million Dollar Everbearer)

The above collection is comprised of the world's leading varieties of strawberries. The fruiting season of this collection is the most profitable to be obtained, as there are early, medium, late, and extra late varieties. These in connection with the 100 Progressive plants will give a continuous fruiting season from spring till fall. You will make a big mistake if you do not order this collection this season.

The above BIG CASH PRIZE COLLECTION will appeal especially to the women folks and children, who can plant and care for same during their spare time. It will give them a fine income during the berry season, besides a chance to win one of the cash prizes.

Our valuable booklet giving complete cultural and planting instructions is mailed free upon receipt of your order.



## A Valuable Berry Book

Our valuable berry book "Helpful Hints to Big Profits" will be mailed free and postpaid, promptly upon receipt of your order for our plants this year. This valuable booklet represents nearly a half-century's experience in the berry business. Our long experience and close study of berry growing has taught us many ways in which to increase our yields and improve the quality of our berries. These secrets are plainly and accurately described in "Helpful Hints to Big Profits", and whether you are an old experienced grower or a new beginner, this book will be of tremendous value to you, and will insure your complete success.

While we aim to supply our customers with the very best plants that can be grown under up-to-date and scientific methods, we want their complete success assured. Our interest in you does not end after we have shipped you the plants, consequently we have written and published this booklet. It is complete in every detail and treats the culture of **Profitable Berry Growing** from planting to marketing the berries.

## Our Service

We fully realize that the greatest asset of our business is the good will of our customers. Thousands of our customers order their plants from us year after year. They have confidence in us and know they can depend on us for a square deal. The more they deal with us the more confidence they have in us. That is perfectly natural and we strive to improve the quality of our plants continually, and every order brings them better plants and better service.

Our dealings with our customers are more than mere business transactions, as we take an interest in their problems. They write us letters about their berry growing, and know that we are always glad to hear from them, and are anxious to help in any way we can. It is our constant aim to do everything possible to merit this confidence and good will.

When you send us your order for plants you will be assured that your best interests will receive the same careful attention that we would want were we dealing with you. Our long experience is back of every plant we ship. It is our desire to please our customers, and with this thought foremost, we spare no labor or expense in growing the best plants that can be produced. We grow plants for the plants alone, and dig up the whole row, assuring you of the heaviest rooted and strongest plants in our fields.

We want to supply growers who appreciate good plants and fair treatment. To those who are not acquainted with us we especially solicit your orders this season that we may become better acquainted in a business way. We assure you that we will do all in our power to make the deal pleasant, profitable and satisfactory. We know that our plants will please you. We cannot afford to send you anything but the best. Every order we send out must become a living advertisement of our honesty and integrity.

No matter where you have been buying your plants or what price you have been paying for them, we want your order this season, and we will convince you beyond a doubt that our methods of growing and handling plants are perfect. Look over our catalog, select what you want. We will do the rest.

"I bought plants from four different nurseries this spring and the plants I got of you were the best of the lot. They are all alive and growing fine."

HIRAM HITES, Penn.



"We received the strawberry plants a few days ago. They are just fine. We will send for more later on."

MRS. J. SCHMONSKY, Michigan.

"I received the strawberry plants all in good shape. I am much obliged for the generous count."

WM. GANSBURGER, New Jersey.

"The plants arrived today. They are the finest I have ever seen and if the berries are as fine as the plants they will be beauties."

F. C. GANZY, Mo.

"I am inclosing order for Kellogg's Prize plants. I think they are the nicest berries I have ever raised. They run large and even in size and hang on for weeks. Trusting you will ship the usual nice, fresh, well-rooted plants that I have always received from you, I remain respectfully,

J. E. WHITEMAN, Ohio.

"Send me the inclosed order of plants at once. The plants purchased last spring are doing nicely. The Cooper look fine."

WM. H. HOGENDORP, Maryland.

"I like the appearance of the Cooper plants, they are so large and healthy. I thank you for the extra plants sent me."

JOHN MAJOR, Pennsylvania.

"The plants which I ordered of you arrived in good shape. They are certainly fine, couldn't ask for any better. I can recommend you to my friends."

J. M. LITTLE, Indiana.



# Strawberries for Big Quick Profits



Harvesting a Big Crop of Gibson.

Strawberries are easily grown and will return you a profit quicker than any other crop you can grow.

It requires but very little training or capital to start you in the big paying business of fruit-growing.

People in your section have made big money growing Strawberries.

People with land like yours and the same amount of land have made good incomes growing fruit.

People with the same training and ability as yours have paid for their farms and become rich growing Strawberries.

**You can make big money growing Strawberries on that land of yours.** Order your plants today.

**First.** Don't lay this catalog aside before making out your order for plants. Remember that a "put-off" never makes anything. Mail your order today and the plants will be reserved for you. If you are growing strawberries for market you now have a greater opportunity than ever before to make big money. Strawberries are netting many of our customers \$1,000.00 per acre. Our big, healthy plants will do the same for you.

The present high cost of strawberries, with prospects for still higher prices, makes it decidedly to your best interests to grow your own strawberries, at least for your own use. A few hundred plants will give you your own strawberries free, as you can sell enough to pay for the plants and care.

**Second.** When you buy plants do not purchase the cheapest plants you can get. Buying plants because they are cheap is poor economy, as it requires more time and labor to make a poor plant grow, than it does to make a good plant grow. Remember that results are what count in fruit growing. The first cost of the plants is a very small item. The plants you set are the machines that produce your berries. If the plants are small and weak your berry crop will be small. Our big, healthy plants are the kind you want; they insure your crop.

To avoid disappointment we urge you to order your plants without delay. The high prices paid for berries for the past two seasons have created a demand for plants that cannot be met. We have a fine supply of plants, and visitors to our farms say they are the best plants in the country. We have them on new ground and if you could see them, you would give us your order at once. We have booked more orders for Strawberry plants than ever before, as growers are ordering in large quantities. High prices for berries are bound to continue as the demand for fruit and fruit juices is growing every year. If you do not plant this season you will regret it when your neighbor is making big money next season.





Our New Ground Produces Strong Healthy Plants. Note the Heavy Woods in Background. This Is Being Removed to Make More New Ground for Our Strawberry Plants.

**1st. HEAVY YIELDING QUALITIES.** Plants for our propagating beds are carefully selected. We take plants only that show unusual strength and fruiting qualities. By this method the quality of our plants is maintained year after year. The plants we send you **grow and produce** high quality fruit. They are strong, well-rooted drought-resisters and disease-resisters.

**2nd. PROVEN MONEY-MAKING VARIETIES.** Our long experience in the berry business has taught us that some varieties of fruit command higher prices on the markets than others. We have found that a berry to be profitable must bear good quality fruit and have a long fruiting season. We have tested hundreds of varieties of Strawberries and have discarded the most of them as they did not come up to our standards. We are listing only about twenty varieties of Strawberry plants. You will be safe in planting any of them; they are the recognized leaders. Our new berry, **Cooper**, is the only new variety we have ever offered. It is sure to become the leading variety and we want everyone to order Cooper this season.

**3rd. BEST PLANT LAND IN THE WORLD.** There is no land in the world that will produce better plants than we grow right on the western shore of Lake Michigan. The soil is right and the climate is perfect, the long growing season matures every plant to a high state of perfection. It is an assured fact where any particular fruit reaches its highest state of perfection, and is grown with the least trouble, that is where you can procure the plants of the most productive nature. Our ideal conditions give us a big advantage in growing good plants.

**4th. BEST PROPAGATING METHODS.** However, with all the above natural conditions in our favor, it requires skill and the utmost care to propagate perfect plants. We are experts in our line, we have discovered many things in our long experience that are necessary in order to produce good plants. We are among the largest growers of Strawberry plants in the world. Our employees are experts in their line. Our equipment is up-to-date and the best we can buy. Tractors, trucks, and other high-grade machinery all combine to help us grow good plants.

**5th. PLANTS DUG AND PACKED CAREFULLY.** This is the most vital part of getting the plants to you in perfect condition. Our system of digging and handling the plants is perfect. By our up-to-date system of digging the plants we save all the roots and all the freshness and vigor. Our plants reach the packing house perfectly fresh and full of life. We do not store them, but they are packed from day to day as dug. Our plants will reach you in good condition. It is not unusual for them to be on the road for two weeks or more and open up perfectly fresh and vigorous.

The above features are the safeguards you get when buying plants of us. They may seem of small importance, but in reality they represent the difference between your success and failure.

"The plants arrived in good order and I am well satisfied with them. Send your catalog next spring, will order more next time."  
J. S. ZIMMERMAN, Wisconsin.

"The plants I bought of you last spring have done fine. I am looking for a big crop of berries this season."  
FRANK FETTING, Illinois.





Photo of Our Strawberry Plants Showing Wonderful Root System.

## Good Plants Insure Good Crops

### Our Location

We are located in one of the greatest fruit producing centers in the world. We have the natural advantages to produce strong, healthy, and highly productive plants.

GOOD SOIL.

GOOD CLIMATE.

ABUNDANT RAIN-FALL.

LONG GROWING SEASON.

These are all important factors in helping us to produce strawberry plants of the highest quality. Doesn't it seem reasonable to you that a plant will do much better for you when grown on soil that is especially adapted to its growth, than plants that are produced by excessive use of fertilizers?

Our soil is a rich, sandy loam, that produces vigorous, strong, heavily rooted plants of the highest productive ability. We can safely guarantee them to please you and produce big crops of extra quality berries.

Natural advantages alone are not responsible for the fine quality of our plants. We have learned many things in our thirty-five years' experience that are essential in growing a paying crop of berries.

### Buy Your Plants Where Strawberries Grow Best

In our thirty-five years of experience in the berry business we have never failed to grow a big, paying crop of strawberries. We are located in the great fruit belt of Michigan, where natural advantages, such as ideal soil, perfect climate, abundant rainfall, and many other conditions enable us to produce strong, thrifty plants, and consequently profitable crops of strawberries. It is an assured fact that where any particular crop reaches its highest state of perfection, and is grown with the least trouble, that is where you can secure the plants of the most productive nature. Our ideal conditions therefore enable us to produce a strain of plants second to none in matter of stamina and productiveness. They are hardy and have the vitality to produce strong, healthy patches of berries with the highest productive ability.





This fine field of strawberries was grown by one of our Indiana customers, Mr. Frank Spaulding, who writes as follows: "I had a good crop of berries this season, even if it did freeze up to the middle of May, picked nearly 4,000 quarts from about an acre." This is pretty good evidence that our plants are hardy as well as productive.

## Plants True to Name

We personally superintend the planting, digging, packing, and shipping of our plants, and will guarantee our plants to be just as represented in our catalog, free from disease, true to name, and strictly first class in every particular. When you order plants you want just what you order, and you must rely on the dealer's honesty to furnish it. You have no way of telling what you have until it bears, and it certainly is a disappointment to give plants a year or more of care, and then discover that you have some worthless variety of no value.

We know how disappointing it is to get "stung," as we ordered several thousands of the fall-bearers from a grower when they were first introduced, and they turned out to be worthless June varieties. It is not the first cost of the plants that counts so much, but you are also out all the work you have given them, the rent of the ground, and also a crop of berries the next season.

We take extra precautions to have our plants true-to-name.

## Properly Cleaned

Properly cleaning the plants is a very important factor in getting the plants to you in good condition. We pay our help good wages for cleaning and bunching our plants. This is done in the best manner possible under our own personal supervision. All the dead leaves and runners are trimmed from the plants; this makes planting much easier, and the plants will reach you in much better condition if properly cleaned. The dead leaves and runners would cause the plants to heat if shipped a distance.

## Fresh Dug to Every Order

There are no storage cellars on our farms and our plants are fresh dug for every order. As our plants are grown on our own farms, we are not dependent on the other fellow's leisure to get our plants out. We dig them from day to day as needed, and your orders are filled promptly with strictly fresh dug stock.

## Our Packing

This is really the most important factor in getting your plants to you in good growing condition. We are very careful about our packing, doing all we can ourselves and employing experienced help to assist us. We see to it that the plants are packed **just right**, not too tight or too loose, or too wet or dry. We use plenty of damp moss and light slatted crates for the strawberry plants. We are glad to say that we seldom receive a complaint regarding our packing.

**All packages and packing free of charge; our prices are net,**



# Warning

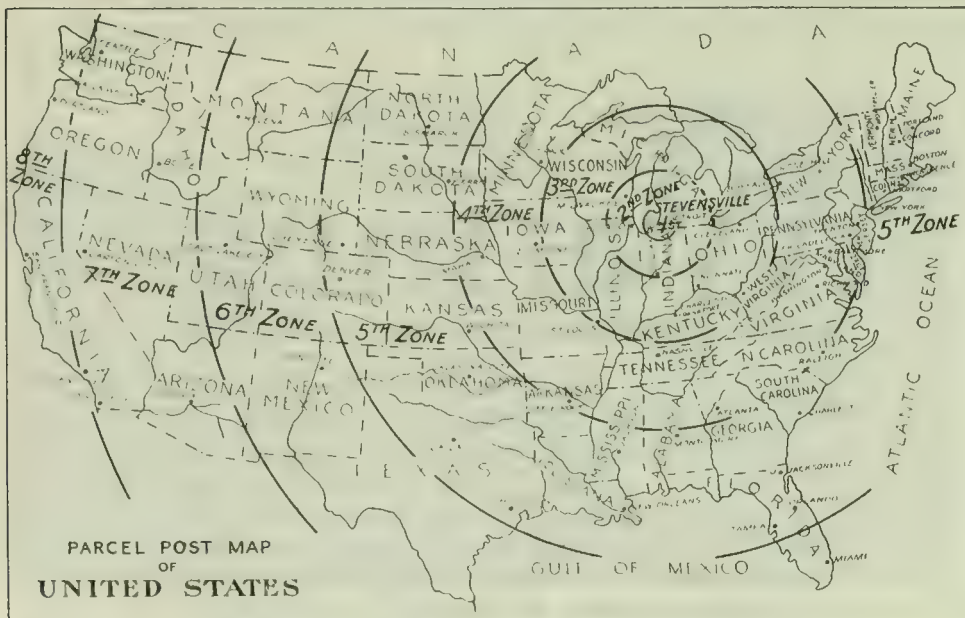
**D**UE to the fact that the wonderful new strawberry, COOPER, has sprung into such prominence and favor, in a brief period, we wish to warn our readers to beware of frauds. The immense and deserving popularity of the COOPER berry, may induce unauthorized sale of plants under the name of COOPER. Under our agreement with Mr. Cooper, the originator, of this variety, we have the sole rights to distribute the COOPER strawberry, and for your protection we ask that you order your COOPER plants direct from us. Every bunch of COOPER plants sold by us will have a label attached bearing our COOPER trade mark. A reproduction of this trade mark is shown below.



Look for this trade mark on every bunch of COOPER plants. It is our introducer's trade mark, and it is your guaranty of genuineness.

Yours very truly,  
HENRY EMLONG & SONS





## Parcel Post Shipments

We can now ship packages weighing 70 pounds to the 1st, 2nd and 3rd zones. 50 pounds is the limit to the farther zones. If your order calls for more than 1,000 strawberry plants or more than 200 cane plants, express will be the best method of shipment.

### How Much to Include for Postage

Locate the state in which you live on the above map. The figure inside the circle passing through the portion of the state in which your town is located will indicate your parcel post zone. The amount of postage to include with your order is shown on the table below.

No. of Strawberry Plants	1st zone	2nd zone	3rd zone	4th zone	5th zone	6th zone	7th zone	8th zone
25	\$0.05	\$0.05	\$0.10	\$0.10	\$0.10	\$0.15	\$0.15	\$0.15
50	.08	.08	.12	.12	.12	.20	.20	.20
100	.10	.10	.15	.15	.15	.25	.25	.25
200	.20	.20	.25	.25	.25	.45	.45	.45
300	.30	.30	.30	.40	.45	.55	.70	.80
400	.35	.35	.40	.55	.80	1.10	1.20	1.30
500	.40	.40	.55	.80	1.30	1.50	1.70	1.90
600	.50	.50	.65	1.00				
700	.60	.60	.75	1.20				
800	.65	.65	.85	1.40				
900	.75	.75	.95	1.50				
1,000	.85	.85	1.00	1.80				

In zones 5, 6, 7, and 8 larger shipments will cost less by express.

### Important Notice

Orders for more than 200 cane plants must be sent by express. The parcel post rate on smaller amounts will be double the amount shown in above table. Grape plants three times the above amount, parcel post limit, 100.

### Remember

That our valuable booklet "Helpful Hints to Big Profits" will be mailed free, promptly upon receipt of your order for our plants. We want you to succeed in the berry business and by following the simple instructions given in this booklet your success is assured. We have a fine supply of plants and will be able to render prompt and efficient service as our old efficient force is back on the job. Mail us your order now, the stock will be reserved for you, fresh dug, carefully packed, and shipped when you are ready for it.



# Instructions To Customers

## READ CAREFULLY BEFORE ORDERING

Send us your order for plants as early as possible. This catalog is our only salesman. We sell plants direct to the grower and can save you money on high grade stock. Our prices are based on cost of production, plus a small profit to ourselves. You do not pay salesman's commission, which is usually about 100 per cent. The plants we are listing are grown on our own farms, they will be fresh dug and carefully packed when shipped to you.

When writing, always give complete name and address. When ordering plants use page 35 for your order sheet, fill this out carefully, and if plants are to be shipped by express, give name of town where express office is located.

You will find complete price list of all plants on page 34. Our plants are tied in bunches of 25, unless otherwise noted, and must be ordered in exact multiples of 25. We do not break bunches. The cost of each variety must be figured separately at prices given in price list. For instance: If you order 25 plants of four varieties, they must be figured at the 25 rate and not at the 100 rate.

**Our Location.** We are located in Berrien County, the Great Fruit Belt of Michigan. We have ideal shipping facilities as we are three hours from Chicago, by rail, where our plants make connections with all large trunk lines, East, West, North and South. Plants for Michigan and some Eastern points do not pass through Chicago. Our plants will reach you promptly and in good condition. Our office is connected with Long Distance Telephone and Western Union Telegraph.

**Our Reliability.** As to our reliability, see page 2 for bank reference.

**Our Guarantee.** Read our liberal guarantee on page 2.

**Certificate of Inspection.** Every shipment of plants you receive from us is accompanied by a Michigan Certificate of Nursery Inspection. This certificate is granted only after a thorough inspection of our fields by the State Inspector, and is your assurance that our plants are free from insects and diseases.

**Shipping Season.** We usually commence shipping the latter part of March and continue until May 20th.

**Order Early.** The early orders get the stock. We must disappoint hundreds of customers every year, who order late. To avoid disappointment send us your order in February and March. Orders are booked in rotation, and acknowledged same day they are received. If you are unable to send full amount with the order, send part of it, balance any time before shipment. We do not ship plants C. O. D., or on credit. We do business on a small profit and cannot carry accounts. We will allow a 5 per cent discount on orders received before March 15th.

**Big Orders.** If you can use 5,000 plants or more write us for prices, giving varieties and number of each wanted, and we will quote lowest prices. We give the small orders the same careful attention that we give the large ones. The small orders invariably lead to large ones, and we see that every customer gets a square deal.

**Remittances.** May be made by personal check, money order, bank draft or registered letter. We cannot book orders amounting to less than \$1.00.

**Our Packing.** We make no extra charge for packing our plants, prices as shown on price list include packing and delivery to carrier in good condition. Our packing is done under our own personal supervision. We use slatted crates and baskets for larger orders of strawberry plants, barrels and boxes for larger orders of cane plants, and bundles for the small orders. The wrapping paper we use is scientifically prepared to keep out air and retain moisture. We use plenty of moss, and our plants will retain their freshness and vigor indefinitely. We are proud of our system of packing and know the plants will reach you in good condition. Plants are carefully labeled and divided, in crates.

**Substitution.** When ordering late in season please state second choice. If not forbidden we will substitute varieties of same sex and season and equal or greater value, if sold out of varieties you order.

**Claims.** Claims for shortage or error must be made upon receipt of goods. If the crates or packages arrive in bad condition, or have been a long time on the road, you must have the agent make a notation stating the extent of the damage. Send us a copy of the receipt, and we will replace the plants that were damaged.

**Condition of Sale.** We are interested in your success and want you entirely satisfied with the plants purchased from us. We exercise the greatest care in growing, labeling and packing our plants, and absolutely guarantee the plants to be in perfect growing condition when delivered to carrier. After the plants are delivered to carrier they are entirely beyond our control and we cannot be responsible for them thereafter. We are anxious to correct errors and will do so promptly if notified immediately upon receipt of plants. We will replace any stock that does not prove true to label. Orders are accepted with the mutual understanding that we are not responsible for more than the amount paid us for the plants, in case of shortage, or if we are unable to fill any order on account of an act of Nature, or any other cause beyond our control.

**Method of Shipment.** For the larger orders of plants we recommend express as the safest and most economical method of shipment. As the express lines are now all under one management, shipments go through quickly as they are sent the shortest route and not subject to long hauls and unnecessary transfers. The rate on nursery stock is 20 per cent less than the merchandise rates.





Champion Everbearing Strawberries.

## Champion Everbearing

This new everbearing variety was introduced by Edward L. Lubke, who has grown it extensively for the past several years. He reports some very phenomenal yields from this variety. Reports that in the spring of 1920 he planted 17,000 Champion plants on an acre of ground and picked 5,623 quarts, for which he received \$2,059.20. This is the best known United States record.

We have grown the Champion one year and find that it is superior in every way to the old Progressive. Berries larger, better quality and much more productive. One good feature of this variety is the fact that every plant bears, while with the old Progressive one plant would bear heavily, and the next ten or twelve would not produce a berry.

We find the Champion to be a close competitor of our Big Yielding strain of Progressive (see pages 18 and 19). We conducted a test plot of the two varieties during the past season, and found them to be about even in matter of productiveness, quality and size of berries and flavor.

We recommend that you order some of the Champion this season and compare them with our Big Yielding Progressive. We herewith give the introducer's description.

"I was fortunate enough in 1915 to secure two everbearing strawberry plants from a well known grower and breeder of new Everbearings. They have proven very successful as a commercial crop. There are no varieties of everbearings that will stand the extreme drought as well as the Champion. On our plant farm in the last three years, they have continued to bear heavily all through the drought period. This new variety is very productive. Have found as many as 256 berries on one plant. This no doubt seems to be a strong statement, and seems an impossibility to those not acquainted with this wonderful new everbearing. Their real worth cannot be appreciated until you see them in fruit. Think of it, fine dark red, delicious strawberries from July until all vegetation is frozen. Sixty days after they are set out they are loaded with buds and blossoms, in all stages of development. This is the greatest advance in fruit growing. The Champion Everbearing is a perfect flowering variety and can be planted alone, one that is hardy, a good plant maker, and a profitable bearer of fine quality fruit that is superior to all other everbearing varieties."

The supply of Champion plants is limited this season and we cannot sell more than 100 plants to a customer.

Price of Champion, \$1.50 per 25; \$5.00 per 100.

## Can We Help You?

We are interested in your success in the berry business. We are not satisfied by merely sending you good plants, we want you to succeed with them. Our booklet "Helpful Hints to Big Profits" will be mailed free, promptly upon receipt of your order. It tells you everything about berry and grape growing. Berry growing is simple and easy, but the big profits are made by doing the right thing at the right time. Our booklet tells what to do and when and how to do it. If at any time you desire any information, write us, we are always glad to help you.





# GIBSON

## *The Universal Favorite*

This wonderful variety originated in this county several years ago. It is fast becoming the leader wherever strawberries are grown. The best proof we have to offer of its exceptional value lies in the fact that our customers order them in larger quantities every year, and are discarding other varieties, in favor of the Gibson.

We cannot say too much in favor of this wonderful strawberry as it seems to possess every requirement that a universal favorite should have.

It has no preference for soils or climatic conditions, is a very hardy grower, and produces its customary load of fruit every season regardless of conditions.

Gibson commences to bear with Dunlap and other midseason varieties but owing to its wonderful productive ability, continues to bear long after other midseason sorts.

One feature of this variety, and hard to find in a lot of others, is the fact that every berry reaches a large size and ripens evenly.

The fruit cannot be surpassed for flavor and quality, making it equally desirable for home use or market. A fine canning berry as it retains its color, firmness and delicious flavor throughout the winter.

You can safely plant a large acreage of Gibson. You will be assured of the top price as canning factories pay a premium for Gibson.

In plant growth it cannot be equaled, as it is a strong healthy plant, and produces an ideal fruiting row. It is entirely free from rust and other diseases.

Gibson is truly a wonderful variety and will make you more crates and more dollars per acre than the Dunlap. We have never known of a crop failure with Gibson, and our customers report the same. We have received hundreds of letters from all over the country telling of the Big Yields and Big Profits made by Gibson.

The fruit is immense—unsurpassed in quality, appearance or flavor. It is equally desirable for home use, distant market or local market, and will command the very top price anywhere.

We have the finest stock of Gibson plants ever offered and can take care of your orders whether they are large or small. Order your genuine Gibson plants from us today.

Price of Gibson: \$1.00 per 100; \$5.00 per 1,000.

## There Is a Difference

Many growers make the claim that Gibson and the old Pocomoke variety are the same thing. We claim there IS A DIFFERENCE. Berries of the Gibson are larger, more uniform in shape, and larger in yield. We discarded the Pocomoke years ago. Send us your order for Gibson this year. We will convince you that it is a better berry in every respect.

BEST IN 25 YEARS.

Montana, February 25th.

"I am enclosing order for plants. The plants I received from you last year were the best I have ever had and I have been growing strawberries for 25 years. I would like to have them by April 25th."

E. H. TALBOT.



# Plant Our Big Yielding New Ground PROGRESSIVE

**PLANT OUR BIG YIELDING NEW GROUND PROGRESSIVE** this spring. You will be assured of having a generous supply of luscious fresh berries from July until frost. Everbearing strawberries can be grown just as easily as the common sorts, however for big yields, they must have special care and culture. This is all described in our booklet "Helpful Hints to Big Profits" which will be mailed upon receipt of your order.



THERE IS A MIGHTY BIG DIFFERENCE in the BIG HEALTHY PROGRESSIVE plants we are offering you this season, and the small scrubby things we purchased when they were first introduced. The big difference is not only in the appearance of the plant, but also in the amount and quantity of fruit produced. We were badly disappointed with the growth of those plants and the berries they produced. We, of course, planted them on our very best soil, gave them especially good care, but they simply would not grow. We picked perhaps two quarts of berries from the 100 plants that season, also by having an unusually favorable growing season, got something over 200 runner plants. We had been in the berry business too long to give up with one failure, so without much faith but plenty of hope planted them the next season. We watched them carefully and noticed fourteen plants in the bunch that were doing exceptionally fine. By the latter part of June they were great big healthy fellows, throwing out fruit stems and runners to beat the band, while the others were simply "standing still" and doing nothing.

## Those Fourteen Plants

Produced ten quarts of berries and 214 runner plants that season, although it was unusually dry and very unfavorable to plant growth. In addition to this, those fourteen plants made us boosters of the Everbearers. We were satisfied that if we could propagate a strain of plants that would yield at the rate of nearly a quart of berries per plant, the fall following planting, they would be commercially profitable and a valuable addition to every garden. Those fourteen plants are the parentage of our present big yielding strain of Progressive.

## Just Common Sense—Not Science

We do not wish to imply that we have "scientifically" bred a superior strain of Progressive. We do know, however, that by careful selection of plants for our propagating beds, we have greatly improved the Progressive plants, sold to us when they were introduced. We do know by comparison that the Progressive plants we are offering you are the best that can be produced.

**OUR BIG HEALTHY NEW GROUND PROGRESSIVE** plants are growing and producing big crops and big profits in all parts of the country. We could fill this catalog with descriptions and reports of big crops and big profits realized by our customers growing these wonderful berries. Still you could not realize their true value. Our Progressive must be seen when they are fruiting to be fully appreciated.

OUR CUSTOMERS ORDER THEM in larger quantities every year. After they have grown them one season they cannot do without them. Can you imagine anything finer than delicious fresh strawberries all summer and fall. A few hundred plants of our BIG YIELDING PROGRESSIVE will provide a large family with an abundance of fresh fruit from spring until fall, and a big supply can be preserved for winter. You will never tire of them. The surplus can be sold to your neighbors at fancy prices. Usually 50 cents per quart, in the fall.

## A Trial will Convince You

That our BIG YIELDING PROGRESSIVE are real EVERBEARERS. No matter where you have bought plants before or the success you have had with them, a small trial order will convince you that we have greatly improved the old Progressive, by our method of careful selection of plants for our propagating beds.

**Price of Progressive Plants, \$2.00 per 100; \$15.00 per 1000**

## Read What They Say

We certainly are amply paid for the pains we have taken in producing our BIG YIELDING STRAIN of PROGRESSIVE, in the many fine letters our customers write us regarding them.

"The 500 Progressive plants purchased last spring, were great. Supplied two large families with berries all summer and fall. Besides this we sold \$104.00 worth in town."

George Thompson, Illinois.

"Your Progressive surely take the cake. Outyield any variety of strawberries I have ever grown. Quality fine, nothing better for home use."

Mrs. C. L. Aikens, Missouri.

"The dry weather of last season had no effect whatever on the Progressive plants I bought of you. They grew fine and produced a big crop of berries. While the plants set from my own beds dried up and died."

Bert Atkins, Virginia.

## \$25.00 Cash Prize for Biggest Yield

We are mighty proud of our BIG YIELDING PROGRESSIVE and want every one of our readers to order them this year. Upon receipt of your order we will promptly mail our valuable free booklet "HELPFUL HINTS TO BIG PROFITS". You will be amazed by the way those plants will grow and produce loads of berries. They will commence bearing the latter part of July and continue until fall.

We want you to write and tell us about your success with them. To the customer realizing the biggest yield from July 15th to September 15th, 1922, we will mail our check for \$25.00.

In order to enter this contest merely order some of our BIG YIELDING PROGRESSIVE plants. Follow the cultural instructions described in "HELPFUL HINTS TO BIG PROFITS" which will be mailed upon receipt of your order.

Keep a careful account of every quart of berries the plants produce from July 15th to September 15th, 1922. Send us your report to reach us not later than October 1st, stating the number of plants you set, the number of quarts produced and their market value. The winner of this contest will be named in our catalog for 1923, and will receive our check for \$25.00, by November 1st, 1922. We will appreciate a photo if you can send one.





# COOPER

## *The Biggest and Best Strawberry Ever Introduced*

We predict that this wonderful new variety will be grown in every garden and field. When its wonderful qualities become known to the public, it will become the most popular variety of strawberry ever grown. The past season in particular convinced us more strongly than ever of the exceptional qualities of this new variety. Both on our farms and that of the originator, the Cooper has made enormous yields. Quality fine and flavor delicious. One of our customers writes that the Cooper seems to be a new race of strawberries owing to the wonderful growth they have made. We believe he has hit the facts, squarely, as we have never seen a variety that could compare with Cooper in manner of growth.

### Where Did We Get It

Cooper is a chance seedling discovered by Mr. B. F. Cooper of Cassopolis, Michigan. Its origin is unknown as Mr. Cooper had never grown strawberries previous to the discovery of this new variety. The original plants were found growing beside an old stump, as Mr. Cooper's farm is not located in a fruit growing section. The origin of the plant is a mystery.

The exceptional yield of the plants and large size and fine quality of the berries interested Mr. Cooper and he has been growing them extensively for several years. He has worked up an excellent trade and grocerymen from Dowagiac and Niles, Michigan, drive to his farm and pay him a big price when they can get common varieties delivered to their stores for much less. Cooper is a tested variety. You are taking no chances when you order them. Read the testimonials on bottom of page 21.

To fully appreciate the qualities of this wonderful variety you must grow them yourself. The first time we saw them was during the berry season of 1919. The sight we saw was immense. We were amazed. We had never seen such wonderful berries. But the flavor was the greatest surprise of all. In all our years of berry growing we had never eaten anything so sweet and luscious. Order Cooper this season. A trial will convince you. See purchase agreement on back of order sheet.

**Price of Cooper, 75c per doz.; \$1.25 for 25; \$4.00 per 100; \$17.50 per 500.  
Not more than 500 plants to a customer.**



# Mr. Cooper's Description of His New Berry

Stevensville Nurseries,  
Henry Emlong & Sons,  
Stevensville, Michigan.

Cassopolis, Mich., July 7th, 1920.

Gentlemen:—

Your request that I give you a written statement, descriptive of my new berry (which you have decided to name "Cooper") received.

First of all I wish to thank you for the high honor bestowed upon my name by calling the berry Cooper. No greater honor could come to any man than to have his name associated with the **Greatest Strawberry Ever Introduced**.

I selected you people to introduce my new strawberry as you have a record for square dealing and I have never known you to recommend any variety of plants that was not strictly first class in every particular. I know that you people raise high grade plants as I have been over your farms, and appreciate your method of growing plants.

In describing my new variety I am going to confine myself to facts, and after reading my description your patrons will say that "Cooper" is some berry, or Cooper is some liar, but you people have seen the Cooper fruit and know that every word of the foregoing is the truth. If your patrons doubt your word, they need not order a single plant, before writing the following: John Huss, Louis Mingle, Ed Touchat, all near neighbors whose address is No. 7, Cassopolis, Michigan.

The first question is where did I get it. The answer is I found it in fruit among a lot of other seedlings that were not in fruit. I do not know what it is a seedling of or anything about its parentage. All that I know or all that any man will ever know is that it is the one **biggest and best strawberry without a fault**. Never a berry with a sign of a core, never a berry that is hollow, never a green tip, a very bright red and flesh color, a flavor as good as the best. Size unequalled, 18 to 35 berries to fill a quart box.

I will swear to the truth of the above, and that is not all. The plants are very large and productive, six to eight fruit stems to a plant with 8 to 24 berries to the stem. The best of all is that each berry has an individual stem from 2 to 3 inches long; it is not necessary to touch the berry with the hands.

With the foregoing above ground we must not forget the wonderful vitality and root system that makes the above possible. Not just a few short roots, but a perfect balance for the heavy foliage and loads of fruit. Large long roots with a mass of feeders, the like was never seen on strawberries.

You remember when you were here we dug up a plant that filled a bushel basket and had roots over 20 inches long. They are drought resisters that carry every berry to maturity.

The quality of the berry cannot be surpassed as my customers will testify. Mr. Bronnell, a prominent grocer of Dowagiac, Mich., drives nine miles to my home and pays me \$3.50 and \$4.00 per crate for Cooper when he can get common berries delivered to his store for \$2.00 per crate.

Just one thing more. For hill culture it is something wonderful. You remember when you were here in 1919 I showed you plenty of berries 5 to 6 inches around. A single plant with 17 fruit stems and all of them with eight stems or more.

Now gentlemen we have all been fooled so many times with that big berry and some of your patrons will have their doubts. But if any man will visit me next berry season, I will send him away saying Cooper told the facts.

Yours very truly,

B. F. COOPER.

## THEY ALL SAY THEY ARE THE BEST EVER

"Having grown different varieties of strawberries for the past twenty-five years I can truthfully say that the Cooper variety is the best berry ever introduced." ANDREW HASS, Buchanan, Mich.

## FINE FOR HOME USE

"I have canned the Cooper strawberry for home use, and have some left from last year that are as nice as when canned. Good color, stay whole and we think the best we have ever put up. A flavor that you cannot forget. My husband says they are the largest he ever saw."

MRS. JOHN HUSS, Cassopolis, Mich.

## EIGHTEEN BERRIES FILLED A QUART BOX

"Having picked berries for you I can say that your new berry Cooper is the largest strawberry I have ever seen or picked, and I have picked berries for years. Eighteen berries filled a quart box, and they were fancy berries the eighth picking. I do not think they can be beat in all the world. There could be no mistake in a large planting of them. It is such a pleasure to pick them."

MRS. LOUIE MINGLE, Cassopolis, Mich.

"The growth of the Cooper is remarkable; the 25 plants purchased last spring are as big as cabbages. I believe they are a new race as my other varieties look awful small beside them."

NEWELL SCOTT, Nebraska.

## MR. BEVERIDGE CONVINCED HIMSELF

"You told the truth about the Cooper. I left one fruit stem on one of the Cooper plants I purchased, it had twelve berries and they were wonders, I honestly believe they would fill a quart box. The finest flavored berry I have ever eaten."

GEORGE BEVERIDGE, Ohio.



Our Block of Cooper Plants—Note the Extra Strong Foliage.

## Cooper

At Last! A Big Strawberry Without a Fault.

That one statement should be sufficient to convince you that you should plant **Cooper** this season. **Cooper** is the one **Big Berry** strawberry growers have been waiting for so long. In fact it is as near perfection as any berry could possibly be. Big in size, big in yield, beautiful color, perfect and uniform shape, excellent quality, delicious flavor.

Can more be said of any berry? We have truthfully stated the facts concerning this valuable new berry, as we have found them during three years of continuous and very careful observation.

We had been disappointed so many times with big berries, that we were rather skeptical when first informed of the wonderful berries Mr. Cooper (the originator) was growing. He was supplying the grocery trade in Niles and Dowagiac, Mich., and was getting double the price of common berries.

The first time we visited Mr. Cooper was during the berry season of 1919. The sight we beheld was wonderful, although we had been in the business a long time and had grown some bumper crops ourselves, we could hardly believe that such mammoth berries could be borne in such quantities. No ordinary plant could produce the loads of berries we beheld. Another feature of this berry that amazed us was the wonderful foliage. A sight indeed! Mammoth long stemmed leaves that afforded perfect shade to the wonderful clusters of fruit. Enormous long roots that had the power to carry every berry to maturity.

We immediately made arrangements with Mr. Cooper to introduce this wonderful variety, but with the understanding that we would give it a thorough test before offering it to the public. The season of 1920 convinced us beyond a doubt that the **Perfect Big Strawberry** had at last been found.

We offered **Cooper** to the public last year for the first time and thousands of our customers ordered them. We have received hundreds of letters telling of the wonderful growth they have made.


### Order Your Cooper Plants Now

There is going to be a tremendous demand for Cooper plants next spring. Here is an extract from one letter, similar to many we receive.

"Please send your catalog as I wish to order some of the Cooper strawberry plants. W. S. Fleming has some of them. They are fine and I wish to order some." S. A. CRILE, Ohio.

To be assured of getting the genuine Cooper plants, make out your order at once before it is too late. Thousands of our customers were disappointed last season. There is going to be a big demand for them and we have booked orders all summer and fall. Order now. See purchase agreement on back of order sheet. Price, 75c per doz., \$1.25 per 25; \$4.00 per 100; \$17.50 per 500. Not more than 500 plants to a customer.





Cooper  
Strawberries.

## General List of Strawberries

Our customers will notice that we have discarded several varieties. We believe that a long list of varieties is very misleading to growers, and are listing only those varieties that have real merit and which we believe will prove most profitable. A successful berry grower must plant those varieties that will yield first quality fruit over a long period. He should plant early, medium and late varieties to assure the longest possible fruiting period.

Varieties marked (Per.) are self fertilizing and can be grown by themselves. Those marked (Imp.) must have a (Per.) variety planted every third row to pollinize the blossoms.

Our booklet "Helpful Hints to Big Profits" will be mailed upon receipt of your order. If the simple instructions are followed your success is certain.

### Cooper Big In Size and Big In Yield

The perfect strawberry has at last been discovered. We have tested hundreds of new varieties, but Cooper is the first and only one we have ever introduced. We have watched it carefully for three seasons and are convinced that it is the best variety, in every respect, ever introduced. We have grown varieties before that contained some of the qualities of the Cooper, but were woefully lacking in others. Some of them produced big berries, but were way off in quality and color, others were perfect in every way, but were shy bearers or lacking in flavor.

In this wonderful new variety we offer you the strawberry of perfection. It contains all the desirable qualities that any berry could have, and you must grow them sooner or later if you wish to compete with your neighbor on local markets. The Cooper will outsell any variety ever grown.

Following are some of the reasons why you should grow them. We could give many more.

1st. It is a perfect flowering variety and can be grown by itself with the best of results. Season is early to medium early, a very strong pollinizer, therefore valuable as a mate for the earlier pistillates.

2nd. It is a wonderfully large, long rooted plant. In fact the biggest strawberry plant we have ever grown. It is a very prolific plant maker for so large a plant and will make an ideal fruiting row. The extra long roots are drought resisters and carry every berry to large size.

3rd. **Quality and Amount of Fruit Produced.** This is really where Cooper leads every other variety. The big loads of berries will amaze you. Never a berry with a sign of a core, never a berry that is hollow, never a green tip. A flavor that you cannot forget. A beautiful bright red color. The most beautiful berry ever grown. In size nothing can approach it. 18 to 30 berries to the quart. Many of the berries will measure six inches around.

Send us your order for Cooper plants today. You cannot buy them elsewhere. See purchase agreement on back of order sheet. Price, 75c per doz., \$1.25 per 25; \$4.00 per 100; \$17.50 per 500. Not more than 500 plants to a customer.



Kellogg's Prize  
Strawberries.

## Kellogg's Prize

This valuable late pistillate variety has proven its value to thousands of growers the country over. It is grown with success everywhere, yielding its customary load of berries, as it has no preference for soil or climate. It is a very strong growing pistillate or female variety, makes a tall foliage which protects the blossoms from frost and affords shade to the berries. In every way it is a late variety that will make boosters wherever grown. Our customers order Kellogg's Prize in larger quantities every season, which is a very good indication of its big money making qualities.

Kellogg's Prize are very productive and the extra quality and fine appearance of the fruit commands the very best price. The plants are strong and upright, and the berries are big, dark red beauties, round and regular in shape, produced in large quantities.

You will make no mistake in planting Kellogg's Prize. Price, \$1.25 per 100; \$7.00 per 1,000.

"Enclosed find order for 2,000 Kellogg's Prize plants. I think they are the nicest berries I have ever raised. They run even and large in size and hang on for weeks." J. E. WHITEMAN, Ohio.

"The Kellogg's Prize are, we think, the very best we have tried in our twenty-five years experience. We are very anxious to get this kind as they are suited to our soil." J. M. LUTHER, Illinois.

## Aroma and Kellogg's Prize

Aroma and Kellogg's Prize are without doubt the heaviest yielding and most profitable late fruiting team ever introduced. The two varieties grown together make a splendid combination and will prove a very valuable addition to any grower's berry fields.

It is not necessary to cut down your acreage of other standard varieties in order to grow these big profitable extra late varieties, as they will come into bearing after your other varieties, such as Premier, Gibson and Dr. Burrill are gone. By planting these two wonderful varieties you can increase your acreage without employing a larger force of pickers. They should also be planted in every garden, and will assure a bountiful supply of delicious berries over a long season.

**Important Notice.** For several years we have grown test plots of Aroma and Kellogg's Prize and find that for best results one row of Kellogg's Prize should be planted with every three rows of Aroma. When grown this way their tremendous yield will astonish you.





Aroma Strawberries.

## Aroma

Aroma is unquestionably the heaviest yielding and most profitable extra late variety yet introduced. The demand for Aroma plants is tremendous, there is never enough to supply the increasing demand.

In matter of productiveness, quality, flavor and market value, the Aroma is so much superior to the other old standard late varieties, that we urge our customers to plant Aroma heavily and increase the profits by prolonging their berry season. There is mighty big money in growing late varieties as they come into bearing when the rush of the season is over and command big prices.

Aroma does well wherever grown and no matter where you are located you can safely plant heavily to Aroma. It does well everywhere and bears a heavy crop regularly. We have never heard of a crop failure with Aroma.

The plants of Aroma are large and heavy crowned; ideal for hill culture, also for matted rows or other systems. It makes an ideal fruiting row. The fruit is borne in large clusters and is perfect in every way. Large in size, regular conical shape, good color and flavor and excellent quality. It is the greatest long distance shipper ever introduced. It is equally desirable for home use as it is fine for preserving or served fresh from the vines. It is an ideal mate for the Kellogg's Prize and the two grown together make a perfect late fruiting team. Order Aroma this season. We will guarantee your satisfaction. Price, \$1.00 per 100; \$6.00 per 1,000.

## Increase Your Profits

In order to assure you a long fruiting and profitable berry season we urge you to plant Kellogg's Prize and Aroma, the two big late money making varieties. There is big money in extra early and extra late berries as they are bearing heavily when the markets are not flooded with fruit.

Do not plant your entire acreage to one variety. By planting extra early, medium and late varieties you can plant and harvest a much larger acreage, as they will not all come into bearing at the same time. In this way your harvest will extend over a long season, your profits will greatly increase, and your pickers will be contented as they will be assured of plenty of work.

## Old Standard Varieties

The varieties described below are leading old standard varieties. Through years of tests they have proven their value to thousands of growers the country over. Varieties marked (Imp.) must be planted with varieties marked (Per.). See page thirty for complete price list. Make out your order on sheet opposite price list and mail to us today. We have the finest supply of plants ever grown, and know that our big, healthy plants and prompt service will please you. Our valuable booklet "Helpful Hints to Big Profits" will be mailed promptly upon receipt of your order. It insures your success.

### SENATOR DUNLAP (Per.)

Early. More acres of Dunlap have been grown than of any other variety. It is impartial as to soil or climate, and will do well wherever planted. It is a very strong pollinizer and a very valuable mate for the earlier pistillates such as Warfield and Haverland. It is a very tall and dense grower. The fruit is dark red in color, large in size and the finest strawberry flavor. It is very firm, therefore very valuable as a long distance shipper. Very desirable for home use owing to its fine flavor, whether eaten fresh or preserved. Dunlap is a very desirable variety in every way. Price, \$1.00 per 100; \$5.00 per 1,000.

### WARFIELD (Imp.)

Early. The Warfield is a tall and strong grower. Very similar to Dunlap in manner of growth, productiveness and appearance of the fruit. The Warfield is one of the heaviest fruiters in existence. Berries are medium in size, smooth; very dark red and attractive. A fine shipping berry and a good one for preserving. It is very hardy and succeeds everywhere. Price, \$1.00 per 100; \$5.00 per 1,000.

### HAVERLAND (Imp.)

Early. A tall growing, deep rooted, very productive old standard variety. The berries are long, medium sized and bright red in color. A good berry for light soil and will stand a lot of dry weather. Haverland makes an ideal fruiting row, and produces a big crop of berries regularly. It is a pleasure to pick Haverland as they are very easily seen. Price, \$1.00 per 100; \$6.00 per 1,000.

### CHARLES L. (Per.)

Early. This early variety was discovered in this country. We will give the introducer's description. "Charles L. ripens early and is very productive, yielding more quarts of large, fine looking berries than any other early sort. It is a strong fertilizer and a good grower. Berries are large, regular in form, good color and quality. Produces large, fine looking berries until the last picking." Price, \$1.25 per 100; \$7.00 per 1,000.

The following varieties are the leading big money makers and are grown with success wherever strawberries are grown. These varieties are impartial to soils and climates and will yield their customary big crops regularly. Whether you grow berries for home use or market, you can safely plant these varieties and be assured of big yields and big profits.

### COOPER (Per.)

Early. See complete description pages 20 to 22. The wonderful new strawberry. Delicious flavor, big producer and the biggest strawberry ever grown. Plant Cooper for pleasure and profit. Price, \$1.50 per 25; \$5.00 per 100.

### PREMIER (Per.)

Extra early. For complete description see inside front cover. Premier is the sensational early strawberry that has become a universal favorite in three years. Big cropper, finest quality, delicious flavor, beautiful appearance. Premier will please you. It is the greatest extra early variety ever introduced. Price, \$1.25 per 100; \$7.00 per 1,000.

### GIBSON (Per.)

Mid-season. For complete description see page 17. The many fine qualities of the Gibson have made it a universal favorite. It is the leading mid-season variety grown, owing to its wonderful productiveness, fine quality and flavor. Canning companies pay a premium for the Gibson. A good one to tie to, being a sure cropper and equally valuable for home use or market. Price, \$1.00 per 100; \$5.00 per 1,000.

### CHAMPION (Per.)

Everbearing. For complete description see page 16. The only variety that has compared favorably with Progressive. Give them a trial. Price, \$1.50 per 25; \$5.00 per 100.

### GLEN MARY (Per.)

Mid-season. Medium tall and heavy grower. Very productive of large, bright red berries, good flavor and quality. The fruit stems are large and strong but are usually weighted to the ground with the immense loads of berries. Glen Mary is a favorite in many localities owing to its productiveness and many other good qualities. Price, \$1.25 per 100; \$7.00 per 1,000.

### GANDY (Per.)

Late. A good reliable late fruiting variety. The berries are large and well colored, uniform in shape and size and a very good shipper. The plants are hardy and healthy, and do well especially on heavy soil. Gandy will command the top price on any market, as it is a very showy berry, stands shipping well and has a fine color. If you have a rich heavy soil plant some Gandy. It will not thrive on lighter soils. Price, \$1.25 per 100; \$7.00 per 1,000.

### SAMPLE (Imp.)

Late. Sample is one of the old "standbys", grown extensively in the Southwest. However, it need not be confined to one locality as it is grown by large growers everywhere, and succeeds in all soils and climates. It is a good yielder of large berries, well colored, firm, of good quality and flavor. They will average as large as the Pubach and are superior to that variety in every way. The Sample does not require a heavy soil, and in this respect is more desirable than the Gandy. The plants are large and heavily crowned and produce an ideal fruiting row. It is a desirable variety. Price, \$1.25 per 100; \$7.00 per 1,000.

### WM. BELT (Per.)

Mid-season. Wm. Belt is without doubt one of the finest flavored varieties ever introduced. The berries are beauties, being dark red in color, and large. The first berries to ripen are generally misshapen, but after a couple of pickings they will run even in shape. The plants are healthy, strong growers, with abundant, heavy foliage, affording shade to the fruit. It is an excellent variety for either home use or market. Price, \$1.25 per 100; \$7.00 per 1,000.

### AROMA (Per.)

Late. For complete description see page 25. Aroma is the big yielding late variety. It should be grown in every field and garden as it will prolong the season and increase the profits. Quality and flavor of the best. Its big yield and fine appearance make it a profitable variety to grow. Price, \$1.00 per 100; \$6.00 per 1,000.

### KELLOGG'S PRIZE (Imp.)

Late. For complete description see page 24. Big in size, big in yield, extra fine flavor, quality and appearance. Kellogg's Prize and Aroma grown together cannot be beat. The fruit is in a class by itself, and commands the very top price. Price, \$1.25 per 100; \$7.00 per 1,000.

### PROGRESSIVE (Per.)

Everbearing. For complete description see pages 18 and 19. Progressive is the Universal Everbearer. It succeeds everywhere. Big in yield, fine flavor, excellent for home use. Grow some of our Big Yielding Progressive in order to have fresh berries all summer and fall. Price, \$2.00 per 100; \$15.00 per 1,000.

### DR. BURRILL (Per.)

Early. For complete description see inside back cover. When we say that Dr. Burrill is similar to Senator Dunlap and in some ways superior, it is sufficient evidence of its great value. Big cropper. Valuable for home use or market. Price, \$1.00 per 100; \$5.00 per 1,000.





Early King Raspberries.

## Raspberries

### The Big Money Crop For Fruit Growers

We have an exceptionally fine supply of all the leading varieties of raspberries this season. There are mighty big profits in growing raspberries as there is a big demand for the fruit. Many growers have realized profits of several hundred dollars per acre growing red and black raspberries. We can furnish some of the best plants it is possible to grow, and our valuable booklet "Helpful Hints to Big Profits" will be mailed promptly upon receipt of your order. It tells you how to grow raspberries to get the best results. Your success is assured if you set good plants and follow the simple instructions we give for planting and culture.

Raspberries should be grown in every garden, 100 plants will provide a large family with the most delicious and healthful fruit that can be obtained.

#### Early King (Red)

This variety is truly the King of all raspberries. The King will ripen ten days earlier than the Cuthbert, and owing to its wonderful fruiting capacity will be bearing after other varieties are gone. The berries are very large, firm, beautiful red color and very easily picked. The canes are perfectly hardy and we have never known them to winter kill. Early King is the most profitable variety of raspberry ever grown and always sells for the very top market price. The King is absolutely free from disease and will thrive on any soil or in any climate. We want you to include Early King in your order this season. We will guarantee your satisfaction. Price, \$2.25 per 100; \$15.00 per 1,000.

#### Cuthbert (Red)

This is one of the most profitable of the old standard varieties. It has been grown extensively in all sections of the country and produces its customary big crop wherever grown. It has given excellent satisfaction whether grown for home use or market. Cuthbert is a very vigorous grower and produces an enormous amount of fruit. Berries are very large, conical, dark red color and firm. It is the finest flavored raspberry ever grown. Cuthbert can be grown successfully everywhere, as it is extremely hardy and will thrive on any soil. Price, \$2.25 per 100; \$15.00 per 1,000.



Our ideal soil provides our plants with an excellent root system. Your success is assured when you plant raspberry plants like those shown above.

### **St. Regis Everbearing (Red)**

The St. Regis is a very valuable variety whether grown for market or home use. It will bear a heavy crop of berries, ripens earlier than other raspberries, in the summer, and in addition the new canes will bear a fine crop in the fall, if weather conditions are favorable. Berries are bright crimson, medium size, sugary, rich, with full raspberry flavor, very firm and a good shipper. Canes stocky, hardy, with an abundance of dark green, leathery foliage. We recommend St. Regis especially for home use as it will provide delicious berries early and late. Price, \$3.50 per 100; \$25.00 per 1,000.

### **Columbian (Purple)**

See reproduction in color on back of cover. We have grown several varieties of purple caps but find the Columbian so much better in all respects than other varieties that it is the only one we now grow. The Columbian is very hardy and can safely be grown anywhere without protection. The canes are smooth, stocky growers, extremely vigorous and healthy. The berries are large in size, many of them an inch in diameter, beautiful color, being a deep purple, fine flavor, rich and delicious. For home use this variety is very desirable as it is excellent for pies, jams, preserved or eaten fresh. It is also profitable commercially as it is a heavy bearer and sells well. Price, \$3.50 per 100; \$25.00 per 1,000.

### **Cumberland (Black)**

Cumberland is without doubt the most profitable and heaviest yielding black cap ever introduced. It is a wonder in size of berries and vigor of plant growth, and is as hardy as any variety grown. It has no disease of cane or foliage, and grows luxuriantly wherever planted. It is tremendously productive of extra large berries, not approached for size, quality or appearance by any variety. Cumberland season for ripening is medium early, a little later than the Kansas, and the fruit has about the same texture and high quality of that grand old variety. Every family should have a hundred Cumberland bushes in their garden, while market planters cannot possibly have too large an acreage of them. Cumberland is a wonderful variety in every way. Plant them this season. We have some of the finest plants ever grown. Price, \$2.00 per 100; \$14.00 per 1,000.

### **Plum Farmer (Black)**

This is one of the newer introductions in Black Raspberries. The sale of Plum Farmer plants has steadily increased every year since its introduction. This is pretty good evidence of its value. It is being planted extensively in all sections, as it is early, therefore a big money maker for the growers. The berries are large in size, excellent quality and delicious flavor. They are coal black but covered with bloom, which gives them a bluish appearance. The canes are strong growers and very hardy, and produce a very large crop of fruit, which is matured quickly. You will make no mistake in planting Black Raspberries, as they will provide a good income during the gap between strawberries and red raspberries. We advise you to plant Cumberland and Plum Farmer this season. Price, \$2.00 per 100; \$14.00 per 1,000.



## Blackberries

Blackberries, like red and black raspberries, can be grown on any well drained soil that will produce ordinary farm crops. Our valuable booklet "Helpful Hints to Big Profits" tells you how to plant and grow them successfully, it will be mailed free, upon receipt of your order.

### Eldorado

This is the most profitable variety of Blackberry under cultivation today. It is perfectly hardy and can be grown anywhere, without winter protection. Eldorado is a very strong and upright grower. The canes are stocky, free from disease and extremely productive of large jet black berries; flavor excellent, making it very desirable for home use. Eldorado sells well on the market, as it is a fine looking berry and holds its color well. We urge you to order some Blackberry plants this season. If you cannot grow them for market, order at least a hundred for home use. There is nothing more delicious than blackberry jams and pies, and if you do not have a few blackberries you are really missing something good. We have a fine supply of plants of our own growing. Price, \$3.50 per 100; \$25.00 per 1,000.

### Mersereau

This variety originated in northwestern New York, and is grown successfully in very cold climates without protection, never known to winter kill. Quality of the best, larger than Eldorado, flavor sweet, rich and delicious. The canes grow straight and upright, are stocky and strong and remain erect. The foliage is large, deep green and entirely free from rust. Season early to mid-season. Price, \$3.50 per 100; \$25.00 per 1,000.



Eldorado Blackberries.

### Wilson

This wonderful old variety is the largest and finest flavored of all blackberries. The berries are large, jet black beauties. The flavor is delicious. Canes grow bushy, and produce an enormous amount of extra fine fruit. The one objection to the Wilson is the fact that they must have protection in the northern states. However, the many fine qualities of the Wilson will repay for this little extra work. To give the Wilson protection all that is necessary is to bend the canes over, cover them with straw or marsh hay, and cover with sufficient dirt to hold them down. This should be done when cold weather commences and left on until warm in the spring. Price, \$2.50 per 100; \$18.00 per 1,000.

### Dewberries

**LUCRETIA.** Earlier than blackberries. Very hardy and prolific. Thrives on very poor soils. Fruit is large and handsome, jet black and fine flavored. Price, \$3.50 per 100; \$25.00 per 1,000.

### Gooseberries

**DOWNING.** A strong, vigorous grower. Healthy and free from mildew. It is very productive. Fruit large, pale green, tender skinned, fine quality. A well known variety, excellent for home use or market. Price, \$3.00 per 12; \$18.00 per 100.

**HOUGHTON.** Plants healthy, hardy and sure croppers. Fruit medium sized, pale red, sweet and tender. Good table and market variety. Price, \$2.50 per 12; \$15.00 per 100.

### Currants

**PERFECTION.** A vigorous grower and one of the most profitable varieties, desirable for home use or market. Very productive, fruit is large, bright red color, fine quality. Price, \$2.50 per 12; \$15.00 per 100.

**LONDON MARKET.** This old variety is the most popular of all Currants. Fruit is large, red, and of excellent quality. A good thrifty grower, healthy and very productive. Price, \$2.50 per 12; \$15.00 per 100.

## Why Our Grape Vines Are Strong, Healthy and Productive



A Photograph of One of Our Big Healthy Grape Plants Showing the Wonderful Root System.

We are mighty proud of the fine supply of Grape plants we have to offer this season, and we know by comparison that no better plants can be bought anywhere, regardless of the price you pay for them.

Our grape vines are selected right, grown right, dug right and packed right. From the very beginning they have the care necessary to their long life and productiveness.

The cuttings from which our plants are grown are selected from our own vineyards, and we know they are true to name. Only the strongest canes are used for cuttings. This assures a strong, sturdy plant. By selecting cuttings from our own vines, we supply our plants with a hardy vitality. They have gone through the cold weather test, and are more hardy than plants grown in warmer climates.

After the cuttings are selected they must be planted at just the proper time, planted right and in the proper soil, well prepared. Our long experience has taught us the proper methods for doing all this and the result is that our plants make an enormous growth, both in root system and tops. Another reason why our plants attain this strong growth, is because they are planted far enough apart in the nursery. If they were crowded the tops and roots would be short and slender.

The root system is the important part of any plant. The soil upon which our plants are grown is especially adapted to plant growth. Our grape plants, like all our fruit plants, have a wonderful root system. We know how to get them out of the ground unharmed, full of vitality and in condition to make a splendid growth.

### Why You Should Grow Grapes

No matter where you are located, we urge you to grow grapes. Prohibition has created a demand for grapes that cannot be supplied and growers are making tremendous profits. \$500.00 and more per acre is not unusual, and when you consider the fact that a vineyard will yield its usual big crop year after year, indefinitely, you should by all means plant as many as possible this season. There is nothing to be gained by waiting, as plants are cheaper than usual, in fact we believe they will be much higher next season.

The grape will grow and produce its customary big load of fruit anywhere. It is not particular as to soil, and seems to do equally well on light sand, heavy clay and in fact every other kind of soil.

No home is complete without a few grape vines. A dozen plants will provide an abundance of fresh fruit, preserves, jellies, grape juice and wine. We urge you to plant grapes this season. Send us your order today. Our valuable booklet "Helpful Hints to Big Profits" will be mailed promptly upon receipt of your order.

### Order Your Plants Today

To be assured of getting a supply of fruit plants this spring, we urge you to order your plants at once. They will be reserved for you, fresh dug and carefully packed and shipped any time you are ready for them. We must disappoint hundreds of customers every year, as their orders are received after we are sold out. You must remember the plants are not produced by machinery. It requires a year for them to grow, and when this season's supply is exhausted you cannot get more until next year. There is a shortage of plants in many parts of the country, and we urge you to order early.

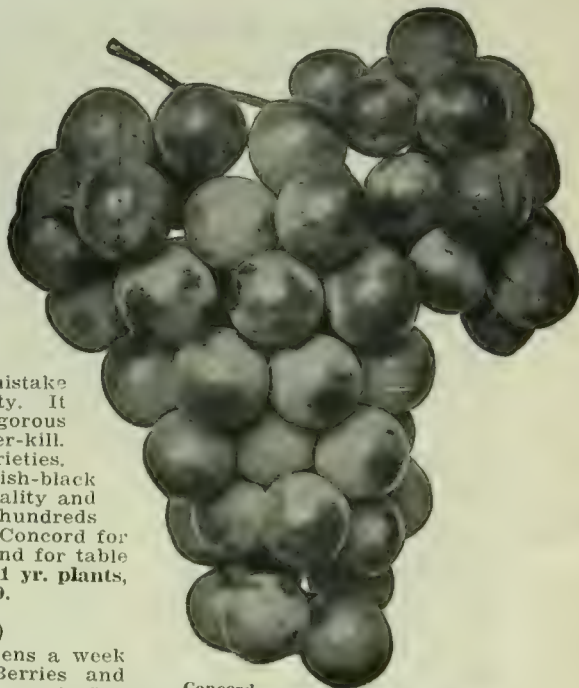


# Grapes

Send us your order for Grape plants today. There is a tremendous demand for grape plants, and at our low prices we will save you money. We have a fine supply of well graded, strong rooted plants and know they will please you. Our booklet "Helpful Hints to Big Profits" will be mailed upon receipt of your order. It tells you how to produce big yields.

## Concord (Black)

Concord is truly the universal favorite. If you grow grapes for commercial purposes you will make no mistake in a large planting of this grand variety. It is equally desirable for home use. A vigorous grower, extremely hardy, does not winter-kill. Concord will out-yield all other varieties. Bunch and berries large, beautiful bluish-black color, flesh juicy, sweet and tender. Quality and flavor of the best. Will stand shipping hundreds of miles by rail. We urge you to grow Concord for your main variety. It is greatly in demand for table use and for making wine. Price, strong 1 yr. plants, \$1.50 per 12; \$2.50 per 25; \$7.50 per 100.



Concord.

## Moore's Early (Black)

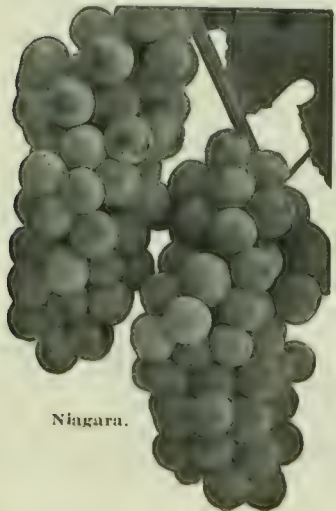
This is a popular early variety. Ripens a week to ten days earlier than Concord. Berries and bunch larger than Concord, same color. A fine table grape as it is sweeter than Concord. A strong grower and hardy. Rather shy bearer, therefore not as desirable as Concord for commercial purposes. Price, strong 1 yr. plants, \$2.50 per 12; \$4.00 per 25; \$12.00 per 100.

## Niagara (White)

This is the leading white grape. Bunch very large and handsome, compact; berries large, round; skin thin, tough, does not crack and carries well. Has not much pulp when fully ripe; flavor sweet and delicious. Niagara will yield as many tons per acre as Concord. Price, strong 1 yr. plants, \$2.50 per 12; \$4.00 per 25; \$12.00 per 100.

## Worden (Black)

Worden is a seedling of the Concord. The berries and bunch are larger, it is not as good a keeper and does not bring high prices where a market is close by. Price, strong 1 yr. plants, \$2.50 per 12; \$4.00 per 25; \$12.00 per 100.



Niagara.

## Special

### Three Year Old Grape Vines

We have a few extra fine three year Concord grape vines. These plants have a top growth of 4 feet and over, and heavy roots. If you want quick results we urge you to order a few of these big plants. They will bear this season and should bear a full crop next year. Price, \$1.00 each; 5 for \$4.00; 10 for \$6.50.

If wanted by parcel post, add 5 cents per plant to cover postage and wrapping.

We have shipped thousands of grape plants to all parts of the country, and have received many letters regarding them. Below is an extract from two of them.

"Received the grape plants yesterday in fine condition. Must say they are the finest lot of plants I have ever received and I have bought thousands of them. Will want more next season."

F. H. BURGELHAUS, Washington.

"Enclosed find order for strawberry plants. The twelve Concord grape plants purchased from you four years ago, were fine. Yielded seven bushels of dandy grapes last fall."

A. H. HILL, Missouri.

## Fruit Trees

As so many of our customers have written us regarding fruit trees, we have added this department, and can now supply you with strictly first class, northern grown fruit trees at very reasonable prices. Fruit trees are very scarce in some sections this season and we suggest that you place your order at once to be assured of getting what you want.

Fruit trees should be grown on every farm, as there is a big demand for tree fruit in every locality. A few hundred trees will insure an abundant income in the near future, and will greatly increase the value of your property. In many localities it is very hard to secure fruit, by purchase, in pleasing variety. We urge our readers to order at least a few trees to provide the family with fresh fruit during a large portion of the year, and for canning and preserving for use when desired. The small amount required to purchase the trees will be repaid many times by the health and pleasure derived from the abundant supply of fruit.

The varieties we offer on these two pages have been selected for hardiness, quality of fruit, productiveness and adaptability to all soils and climates. They are the favorites in their respective classes, and will please you in every way.

We guarantee that the stock will be first class, true to name and well packed. The large trees cannot be sent by parcel post but will be shipped by express, customers paying transportation charges. Our parcel post size trees are strong and thifty, prices quoted on them include transportation charges. Trees in all cases will be shipped separate from other stock.

Prices are for quantities named, all of one variety. Five trees at the ten rate, fifty trees at the hundred rate. If you order one tree of ten different varieties the price must be figured at the each rate.



Duchess of Oldenburg Apple.

## Apples

Prices, all varieties:

	Each	10	100
3 to 4 ft. trees, by express .....	\$0.40	\$3.50	\$30.00
4 to 6 ft. trees, by express .....	.65	6.00	50.00
2 to 3 ft. trees, parcel post, prepaid .....	.35	3.00	

### Summer Varieties

**RED ASTRACHAN.** The earliest variety, large, red, slightly acid, an old favorite.

**YELLOW TRANSPARENT.** Rapid grower, bears young, flesh white, very tender and juicy.

**DUCHESS OLDENBURG.** The well known. Best cooker and very productive. Yellow streaked red. Juicy, rich.

### Autumn Varieties

**GRIMES GOLDEN.** Large golden yellow, juicy and tender. Productive, vigorous.

**WOLF RIVER.** Largest of all, very hardy.

**WEALTHY.** Hardy, vigorous and very productive. Good for eating or cooking.

**MAIDEN BLUSH.** Large, yellow with dark red cheek.

### Winter Varieties

**BALDWIN.** Large, bright red, rich in flavor and a good keeper.

**DELICIOUS.** Large, dark red, flesh fine grained. A good shipper and bears regularly.

**JONATHAN.** Medium size, deep red; good keeper; very attractive.

**NORTHERN SPY.** Very large, striped, flesh yellow and tender. A reliable variety.

**WINTER BANANA.** A beautiful golden yellow apple, with a banana flavor.

**HYSLOP (Crab Apple).** Large, deep crimson, very beautiful.

## Pears

Prices, all varieties:

	Each	10	100
3 to 4 ft. trees, by express .....	\$0.75	\$7.00	\$60.00
4 to 6 ft. trees, by express .....	1.00	9.00	80.00
2 to 3 ft. trees, parcel post, prepaid .....	.65	5.50	

**BARTLETT.** Large, yellow, juicy, fine grain, richest flavor. Productive.

**CLAPP'S FAVORITE.** Very large, yellow tinted red. Fine flavor.

**KIEFFER.** The most popular pear grown. Large, deep yellow. A good keeper.

**SECKEL.** Commonly called "Sugar Pear". Yellowish brown with red cheek, very rich. Best variety for pickling.





Kalamazoo Peaches.

## Peaches

Prices, all varieties:

	Each	10	100
3 to 4 ft. trees, by express .....	\$0.35	\$3.00	\$25.00
4 to 6 ft. trees, by express .....	.50	4.00	35.00
2 to 3 ft. trees, parcel post, prepaid .....	.30	2.50	

**ELBERTA.** Very large; yellow with red cheek. Hardy; a heavy bearer and a good shipper. Very popular.

**KALAMAZOO.** Medium yellow, fine grain, heavy bearer.

**ENGLES MAMMOTH.** Large, yellow, nearly round; a good yielder.

**J. H. HALE.** Large, round and firm. White with red cheek. Very productive

## Cherries

Prices, all varieties:

	Each	10	100
3 to 4 ft. trees, by express .....	\$1.00	\$9.00	\$75.00
4 to 5 ft. trees, by express .....	1.25	10.00	90.00
2 to 3 ft. trees, parcel post, prepaid .....	.75	6.50	

**EARLY RICHMOND (Sour).** A sure cropper, medium size, dark red.

**MONTMORENCY (Sour).** Large, productive. Deep red, juicy and rich.

**GOV. WOOD (Sweet).** Large, red, rich and delicious. Very productive.

**TARTARIAN (Sweet).** Black, very large and juicy.

## Plums

Prices, all varieties:

	Each	10	100
3 to 4 ft. trees, by express .....	\$0.80	\$7.00	\$60.00
4 to 5 ft. trees, by express .....	1.00	9.00	80.00
2 to 3 ft. trees, parcel post, prepaid .....	.60	5.00	

**ABUNDANCE.** Hardy and productive. Yellow, good flavor and quality.

**BURBANK.** Large, flesh yellow, skin deep red. Tree hardy, productive, bears young.

**BLACK BEAUTY.** Ripens with Burbank, very large, purple, very productive and a good variety for market or home use.

## Quinces

	Each	10	100
3 to 4 ft. trees, by express .....	\$1.00	\$9.00	\$75.00
4 to 5 ft. trees, by express .....	1.25	10.00	90.00
2 to 3 ft. trees, parcel post, prepaid .....	.75	6.50	

**ORANGE.** Largest and most productive, rapid grower.

## Apricots

	Each	10	100
3 to 4 ft. trees, by express .....	\$0.60	\$5.00	\$40.00
4 to 6 ft. trees, by express .....	.80	7.00	60.00
2 to 3 ft. trees, parcel post, prepaid .....	.50	4.00	

**ROYAL.** Large, beautiful, productive. Best for home use or market.

With every order of trees we will send with shipment, free, instructions for planting, care and pruning.

# The World's Biggest and Best Strawberry

## PURCHASE AGREEMENT

Owing to the great expense of testing and introduction of this valuable new strawberry, we must protect ourselves by holding the exclusive rights to distribute this new berry for a period of five years. We are protecting ourselves as well as you. This method will make it impossible for unscrupulous dealers to sell you worthless varieties for genuine COOPER. Therefore, in consideration of the agreement of the undersigned, not to give away or sell, or by any other means distribute plants of the new strawberry, COOPER, for a period of 4 years, Henry Emlong & Sons, proprietors of the Stevensville Nurseries, agrees to furnish.....COOPER strawberry plants.

Sign here .....

Address .....

Please write names and addresses of your friends who grow fruit, and would be interested in our catalog. We will add a few plants to your order.

This image shows a single sheet of cream-colored paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.



THIS LETTER IS FROM

Name .....

P. O. ....

County .....

State ..... R. F. D. No. ....

PUT  
STAMP  
HERE

**HENRY EMLONG & SONS,**

The Square Dealing Nurserymen

**STEVENSVILLE,**

**MICH.**

**DON'T FORGET TO ORDER**  
**COOPER**

**"THE BEST EVER"**

**PREMIER**

The Big  
Money Making  
Early Variety.

**GIBSON**

For  
Big Yields and  
Big Profits.

**PROGRESSIVE**

Order some of our Big Yielding Progressive Plants this season. You will never know true everbearing satisfaction until you grow our Big Yielding strain of Progressive. They are big, strong, healthy plants as they are grown on new ground, much more productive than the little, weak Progressive plants you generally receive. Order your plants from us today. Our booklet "Helpful Hints to Big Profits," will be mailed free.



# Concord

## *The Great Wine and Table Grape*

Concord is truly the finest Grape ever introduced. Big in yield, extra fine quality and delicious flavor.

Our valuable booklet which is mailed free upon receipt of your order tells the secrets of growing big profitable crops of grapes. A yield of one bushel of fruit per plant is not unusual.

Due to prohibition there is an unusual demand for grapes. Prices paid the growers has been around three dollars per bushel for the past several years.

Plant heavily to Grapes this season and get in on this big money. We have the finest supply of plants ever offered.

See page 31 for complete description and prices.



# Dr. Burrill

## *The Million Dollar Strawberry*

This valuable new variety is a strong fertilizer and when we say that it is superior in every way to the old reliable Dunlap, you should have no doubts regarding its value.

It ripens in mid-season and will yield its customary big crop of berries regularly. An excellent dry weather berry as it is very long rooted.

Its foliage, which is large, dark green and of unusually heavy texture, is entirely free from disease, and affords ample protection to the loads of berries.

Dr. Burrill is very productive and the fruit is of the very highest quality. It is equally desirable for home use or market. Delicious in flavor, quality of the best.

Price of Dr. Burrill plants: \$1.25 per 100; \$5.00 per 1,000.

